



BILLING CODE 3410-DM-P

DEPARTMENT OF AGRICULTURE

Food Safety and Inspection Service

[Docket No. FSIS-2014-0016]

Notice of Request for a New Information Collection: Food Safety Education Campaign Tracking Research

AGENCY: Food Safety and Inspection Service, USDA.

ACTION: Notice and request for comments.

SUMMARY: In accordance with the Paperwork Reduction Act of 1995 and Office of Management and Budget (OMB) regulations, the Food Safety and Inspection Service (FSIS) is announcing its intention to request a new information collection for a food safety education campaign.

DATES: [INSERT 60 DAYS AFTER PUBLICATION].

ADDRESSES: FSIS invites interested persons to submit comments on this information request. Comments may be submitted by one of the following methods:

- Federal eRulemaking Portal: This Web site provides the ability to type short comments directly into the comment field on this Web page or attach a file for lengthier comments. Go to <http://www.regulations.gov>. Follow the on-line instructions at that site for submitting comments.

- Mail, including CD-ROMs, etc.: Send to Docket Clerk, U.S. Department of Agriculture, Food Safety and Inspection Service,

Docket Clerk, Patriots Plaza 3, 1400 Independence Avenue SW,
Mailstop 3782, Room 8-163A, Washington, DC 20250-3700.

- Hand- or courier-delivered submittals: Deliver to
Patriots Plaza 3, 355 E. Street SW, Room 8-163A, Washington, DC
20250-3700

Instructions: All items submitted by mail or electronic
mail must include the Agency name and docket number FSIS-2014-
0016. Comments received in response to this docket will be made
available for public inspection and posted without change,
including any personal information, to
<http://www.regulations.gov>.

DOCKET: For access to background documents or comments
received, go to the FSIS Docket Room at Patriots Plaza 3, 355 E.
Street SW, Room 8-164, Washington, DC 20250-3700 between 8:00
a.m. and 4:30 p.m., Monday through Friday.

FOR FURTHER INFORMATION CONTACT: Gina Kouba, Paperwork Reduction
Act Coordinator, Food Safety and Inspection
Service, USDA, 1400 Independence Avenue SW., Room 6067, South
Building, Washington, DC 20250; (202)690-6510.

SUPPLEMENTARY INFORMATION:

Title: Food Safety Education Campaign Tracking Research

Type of Request: New information collection.

Abstract: FSIS has been delegated the authority to exercise the functions of the Secretary of Agriculture (7 CFR 2.18, 2.53) as specified in the Federal Meat Inspection Act (FMIA) (21 U.S.C. 601, et seq.). FSIS protects the public by verifying that meat and poultry products are wholesome, not adulterated, and properly marked, labeled, and packaged.

FSIS, in partnership with the Ad Council, the Food and Drug Administration, and the Center for Disease Control, has developed a national public service advertising campaign to educate the public about the importance of safe food handling and how to reduce the risks associated with foodborne illness. The Ad Council and FSIS are seeking approval of an information collection to help measure the impact of the campaign. The collection will take the form of a survey among members of the target audience, parents and guardians, age 20-45, who are caregivers to children under the age of 12 and cook meals at home at least four times per week. The survey will gauge awareness of the advertising, attitudes regarding safe food preparation, and self-reported prevention behaviors. The survey was fielded once prior to launch of materials (benchmark) in 2011, and again in 2012 (wave 2), to assess any shifts following campaign launch. A third wave of the study is planned for later in 2014 to better understand current sentiments surrounding food safe behaviors.

The Ad Council will use the same phone survey methodology in this survey as in the benchmark and wave 2 surveys in order to allow for comparison of any shifts in awareness, attitudes, and behavior over time. While the respondents who participated in the benchmark or wave 2 surveys will not be the same as those in the wave 3 survey, the same quotas will be set to ensure that the wave 3 sample characteristics are similar to the prior waves (e.g., 40%/60% mix of men and women, ages 20-45 years old, mix of income levels). This approach allows us to assess trends over time (2011-2014) on key campaign objectives.

Estimate of Burden: FSIS estimates that it will take each respondent 15 minutes and each non-respondent 2 minutes to participate in the survey.

Respondents: Consumers.

Estimated No. of Respondents: 1200 respondents and 6000 non-respondents.

Estimated No. of Annual Responses per Respondent: 1.

Estimated Total Annual Burden on Respondents: 500 hours.

Copies of this information collection assessment can be obtained from Gina Kouba, Paperwork Reduction Act Coordinator, Food Safety and Inspection Service, USDA, 1400 Independence, SW, Room 6077, South Building, Washington, DC 20250, (202)690-6510.

Comments are invited on: (a) whether the proposed collection of information is necessary for the proper

performance of FSIS's functions, including whether the information will have practical utility; (b) the accuracy of FSIS's estimate of the burden of the proposed collection of information, including the validity of the methodology and assumptions used; (c) ways to enhance the quality, utility, and clarity of the information to be collected; and (d) ways to minimize the burden of the collection of information, including through the use of appropriate automated, electronic, mechanical, or other technological collection techniques, or other forms of information technology. Comments may be sent to both FSIS, at the addresses provided above, and the Desk Officer for Agriculture, Office of Information and Regulatory Affairs, Office of Management and Budget, Washington, DC 20253.

Responses to this notice will be summarized and included in the request for OMB approval. All comments will also become a matter of public record.

Additional Public Notification

FSIS will announce this notice online through the FSIS Web page located at <http://www.fsis.usda.gov/wps/portal/fsis/topics/regulations/federal-register>

FSIS will also make copies of this Federal Register publication available through the FSIS Constituent Update, which

is used to provide information regarding FSIS policies, procedures, regulations, Federal Register notices, FSIS public meetings, and other types of information that could affect or would be of interest to constituents and stakeholders. The Update is communicated via Listserv, a free electronic mail subscription service for industry, trade groups, consumer interest groups, health professionals, and other individuals who have asked to be included. The Update is also available on the FSIS Web page. In addition, FSIS offers an electronic mail subscription service which provides automatic and customized access to selected food safety news and information. This service is available at

<http://www.fsis.usda.gov/wps/portal/fsis/programs-and-services/email-subscription-service>.

Options range from recalls to export information to regulations, directives, and notices. Customers can add or delete subscriptions themselves, and have the option to password protect their accounts.

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To file a written complaint of discrimination, write USDA, Office of the Assistant Secretary for Civil Rights, 1400 Independence Avenue SW, Washington, DC 20250-9410 or call 202-720-5964 (voice and TTY). USDA is an equal opportunity provider and employer.

Done at Washington, DC on: June 9, 2014

Alfred V. Almanza

Administrator.

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